**CONTENT CREATION WRITE SHOP**

**Meeting Date**: 10th to 12th of August 2021

**Venue**: Kyaka Hotel - Machakos

**Moderators**: Hudson Wereh Shiraku and Pauline Mundia

**Rapporteur:** Faith Maiyo.

**WORKSHOP OBJECTIVES**

Biovision Africa Trust (BvAT) and FiBL are jointly implementing a three-year Bachmann supported digitization project aimed at digitizing and making information on the Infonet-Biovision and Africa Organic platforms available to farmers in mobile-friendly formats. The project is being implemented in Kenya with possible extension to KCOA countries. Infonet-Biovision, Tusemezane and Outreach are the FCP participating projects.

In this context, BvAT is organizing for a writeshop that will bring together content experts in the areas of indigenous poultry farming, indigenous vegetable farming and dairy goat rearing to create content and put it in mobile friendly formats for dissemination. The content will cover information along the entire value chains and therefore, this workshop will be seeking to:

1. Identify content on the two platforms related to indigenous poultry farming, indigenous vegetable farming and dairy goat rearing.
2. Use the content to produce concise yet informative guides for indigenous poultry farming, indigenous vegetable farming and dairy goat rearing.
3. Convert the guides into SMS formats for dissemination via the Tusemezane project.

**Expected Outputs:**

1. A detailed information document on each of the three value chains
2. A fact sheet (1-2 pages) on each of the three value chains.

To achieve the above objectives, and deliver the above outputs, the writeshop will be organized in presentations, focus group discussions, and assignments.

**WORKSHOP PROGRAM**

Day 1: 10 August 2021

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| 09:00  | Opening Remarks * David Amudavi, Benjamin Graub, Fredrick Ochieng
* Self-Introductions

Group Photograph  | Person responsibleHudson Wereh |
|  | About the project | Charles /Hudson |
| 10:45 | BREAK |  |
| 11:15  | Tips in writing for farmers - Ethics, copyrights, Implementation issues, etc.  | Caroline/Musdalafa |
|  | Problem Analysis to Developing Content on the 3 VCs | Group Work |
|  | Structure /Topics Components of the VC Contents; Group Exercises. |  |
| 13:00  | LUNCH BREAK  |  |
| 14:00  | Content Structure/Topics Presentation.* Outputs of Group 1: Poultry farming VC.
* Outputs of Group 2: Indigenous vegetable VC.
* Outputs of Group 3: Dairy goat VC.
 | Pauline/Njeri |
|  | Adoption of content structures.  | Hudson |
|  | Content Materials and Methods presentation |  |
| 16:30  | BREAK  |  |
| Day 2: 11 August 2021 |  |
| 08:30 | Recap of Day 1 and Introduction Section presentation | Faith |
| 09:00 | Content Development.* Group work 1: Poultry farming VC.
* Group work 2: Indigenous vegetable VC.
* Group work 3: Dairy goat VC.
 | Pauline/Njeri. |
| 10:30  | BREAK  |  |
| 11:00  | Content development continued* Outputs of Group 1: Poultry farming VC.
* Outputs of Group 2: Indigenous vegetable VC.
* Outputs of Group 3: Dairy goat VC.
 | Pauline/Njeri |
| 13:00  | LUNCH BREAK  |  |
| 14:00  | Content development Presentation* Outputs of Group 1: Poultry farming VC.
* Outputs of Group 2: Indigenous vegetable VC.
* Outputs of Group 3: Dairy goat VC.
 | Hudson |
| 16:00 | Presentation of the three documents |  |
| 17:00  | BREAK |  |
| DAY 3: 12 August 2021 |
| 08:00 | Recap of Day 2  |  |
|  | Presentation on content dissemination via telephone and guide groups on their tasks. |  |
|  | Preparation of fact sheets * Group 1: Poultry farming VC.
* Group 2: Indigenous vegetable VC.
* Group 3: Dairy goat VC.
 |  Hudson |
| 10:30  | BREAK  |  |
| 11:15 | Presentation the prepared fact sheets /Pilot in short code format* Group 1: Poultry farming VC.
* Group 2: Indigenous vegetable VC.
* Group 3: Dairy goat VC.
 | Charles/Consultant |
| 13:00  | LUNCH BREAK & DEPARTURE  |  |
| 14:00  | Presentation of the two documents (Content document and fact Sheet) for three VCs |  |
|  | Final Write-shop Evaluation and Closing Session Closing Remarks from the Farmer | Hudson |
| 16:30  | BREAK  |  |

**LIST OF PARTICIPANTS**

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| List of Participants |
| **No.**  | **Name**  | **Gender**  | **Email** |
| 1 | Hudson Wereh Shiraku – Infonet officer | M  | hshiraku@biovisionafrica.org  |
| 2 | Pauline Mundia – Outreach manager | M  | pmundia@biovisionafrica.org  |
| 3 | Faith Maiyo – FiBL Project Assistant | F  | fmaiyo@biovisionafrica.org  |
| 4 | Charles Kimani – Feedback  | M  | ckimani@biovisionafrica.org  |
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| 6 | Antony Nandunga - BvAT Field staff | M  | anandunga@biovisionafrica.org  |
| 7 | Musdalafa Lyaga -TOF Radio | M | omusdalafa@biovisionafrica.org  |
| 8 | Ruth Mutisya - BvAT Field staff | M  | rmutisya@biovisionafrica.org  |
| 9 | Cecilia Ngina Muia Dairy Goat expert  | M  | cecilia72@gmail.com  |
| 10 | Winnie Indimuli – Farmer and Expert (Indigenous vegetables and poultry) | F  | windimuli@gmail.com  |
| 11 | Thomas Mutuli (ROP) | M  | thomasmutuli@yahoo.com  |
| 12 | Anthony Musili - BvAT Field staff | M  | amusili@biovisionafrica.org  |
| 13 | Margaret Kioko | M  | mkioko@biovisionafrica.org  |
| 14 | John Mutisya - BvAT Field staff | F  | jmutisya@biovisionafrica.org  |
| 15  | Pamela Otieno - BvAT Field staff | M  | potieno@biovisionafrica.org  |
| 16  | Laurence Enyat– Busia Farmer | M  |  |
| 17  | Kelvin Waita – Machakos Farmer | M  |  |
| 18 | Faith Mwelu – Machakos Farmer | F |  |